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HARBOR FREIGHT TOOLS INTRODUCES NEW ICON® MASTER INTERCHANGEABLE PULLER SET

(November 1, 2023; Las Vegas, NV) Harbor Freight Tools previewed its new ICON® Master Interchangeable Puller Set at the SEMA (Specialty Equipment Market Association) Show today.

The 39-piece Puller Set has 64 configurations for inside and outside pulls in a two-jaw setup, with a six-inch maximum reach.

Engineered for the technician, the set is made of chrome moly-steel for strength and durability. The manganese phosphate coating offers superior corrosion resistance.

The versatile Puller Set complements the ICON 22-piece Long Jaw Master Puller Set with a 12-inch reach, which can be used for multiple applications such as bearings, alternators, generators, timing gears, harmonic balancers, and more.

A premium heavy duty storage case protects the set that includes jaws, yokes, pressure screws, a bearing separator, and assembly parts. The multi-function case easily converts into a storage tray and fits into most tool drawers, keeping the user's workspace organized and clutter-free.

The ICON Master Interchangeable Puller Set has a lifetime warranty and will be available in stores and online in late December, only at Harbor Freight.

To explore the full range of ICON tools and accessories, go to www.harborfreight.com.

Harbor Freight will be featuring announcements and videos of the new products being introduced at SEMA in the [Harbor Freight Newsroom](#) and attendees can see and test the new tools at the Harbor Freight booth (#38047). The booth is located in the Upper South Hall of the

Las Vegas Convention Center and open during regular show hours: October 31-November 2 (from 9 a.m. to 5 p.m.) and November 3 (from 9 a.m. to 4 p.m.).

Members of the Harbor Freight team will be available for media interviews onsite, which can be scheduled in advance. For Harbor Freight interview requests and media inquiries, please contact Donna Walker at DWalker@harborfreight.com, or our Corporate Newsroom at Newsroom@harborfreight.com.

The SEMA show, which focuses on the automotive industry and showcases upcoming products, attracts more than 161,000 attendees annually, including representatives from over 140 countries and 3,300 media representatives.

For more information go to semashow.com.

About Harbor Freight Tools

For more than 45 years, Harbor Freight Tools has been America's go-to source for affordable quality tools. The family-owned company started in Southern California in 1977, when 17-year-old Eric Smidt began transforming his father's small phone sales business into a successful mail order company, bypassing the resellers, dealing directly with factories, and passing the savings on to the customer. Since then, over 75 million customers have depended on Harbor Freight's quality and value to earn a living, repair their homes and cars, and pursue their hobbies. The company opened its first store in 1980. Harbor Freight Tools is one of the nation's fastest growing retailers, with more than 1400 stores across the country and opening two new stores every week. With 28,000 Associates, the company was recently certified as a "Great Place to Work™" and was listed in the top ten on Fortune's Best Workplaces in Retail for 2023. Harbor Freight has been recognized three years in a row by *Forbes* as one of the 20 best large companies to work for in retail and one of the nation's Best Employers for Veterans. *Forbes* has also recognized Harbor Freight Tools as one of 20 best large companies for women to work for in retail, and one of the best large companies for diversity. The company has also been recognized for the past two years as one of the country's top employers in terms of diversity and inclusion by DiversityJobs.com, by *Fortune* as One of America's Most Innovative Companies and by *Newsweek* magazine as One of America's Most Trustworthy Companies both for 2023.

With core values of excellence and continuous improvement, Harbor Freight Tools works to constantly improve the quality of its products and this year will introduce more than 800 new tools and accessories so customers know that whatever they do, they can do it for less at Harbor Freight. Harbor Freight Tools locations are open 7 days a week, Mondays through Saturdays from 8 am to 8 pm and on Sundays from 9 am to 6 pm.

Find the very latest news and product press releases from Harbor Freight Tools in our Newsroom, a resource for journalists, influencers and anyone interested in covering Harbor Freight. You'll also find an archive of our press releases, product and store images, videos, media contacts and more:

<https://newsroom.harborfreight.com/>